

POWERFUL

HOUSEHOLD PRODUCTS



Strategically located in UAE, Oman and India, the Safe Line Group tirelessly works towards fulfilling the growing demand of efficient electrical and mechanical products for different sectors like utilities, Transport, Oil & Gas, Industrial and Urban Construction. A well-organised network and unmatched efficiency have made the organisation a reliable supply source in the Middle East.

The firm's emphasis on customer satisfaction has earned it a brand equity which has grown exponentially. Due to the supply of genuine products spectrum, prompt services and transparent rates, the brand has been setting up new benchmarks of excellence with each passing day. The major reason behind its success is of course its esteemed clients who have reposed unshakable faith and trust in Safe Line.

COMMITTED TO EXCELLENCE

Safe Line firmly believes in bringing out the best in individuals. It offers a dynamic work culture that allows its employees to harness their skills and talents to achieve better results. It has set the bar for other businesses by improving the work culture and creating social value.

By following a strict quality policy, Safe Line has acquired the status of the most robust handler of electrification requirements throughout the Middle East. Be it switchgear hardware or onshore/offshore oilfield material, the brand has become the first choice for many.

Another important ingredient in Safe Line's success has been its exceptional service quality. This has been boosted by Safe Line's commitment to its employees. Through frequent training and skill enhancement programmes, the company has

SAFE LINE GROUP

YOUR COMPANION TO A SAFE LIFE

Founded in the year 1998, Safe Line Group has rapidly transformed itself into a leading supplier and distributor of electrical and mechanical goods in and across the UAE by helping its clients access superior quality materials and tools at competitive prices and has been continually living up to their expectations

continued to invest in its human resources.

A COLLABORATIVE APPROACH

In the course of serving its clients in the Middle East by offering electrical and mechanical products from Germany, USA, UK, Taiwan, Malaysia, Italy, and India, this organisation also formed strong bonds with stakeholders in other parts of the world. By

partnering with companies like ABB, National Cables, Riyadh Cables and Eaton Corporation, Safe Line has imbibed the spirit of collaboration.

Under the leadership of the Founder & MD Mr. Aboobakar Kuttikol, a UAE based, first-Generation Entrepreneur & Visionary, the firm has built an elite network of professionals who utilize their specialised knowledge to ensure a seamless procurement and

delivery process. Through its ISO training, it has ensured the staff members understand even the minute details and considerations associated with the products ranging from Cables and Wires, Accessories, Earthing and Lightning Protection System to Switch Gear and Luminaries.

The future of Safe Line looks reassuringly sound as it is about to expand its horizons across trans-national borders by making its presence felt across the GCC and intends to add a few more world famous brands to its existing voluminous bestsellers.

Ultimately, its major aim is to explore and extend its borders of service, thereby, accelerating more innovations across the industry.

